

# m TOURISM MATTERS

## MINNESOTA'S

# LEISURE AND HOSPITALITY INDUSTRY

### 2021 Tourism Facts by County

County	Gross Sales	State Sales Tax	Private Sector Employment
<b>MINNEAPOLIS-ST. PAUL AREA</b>			
Anoka	\$699,620,740	\$45,871,201	11,859
Carver	\$231,626,587	\$15,109,126	4,020
Chisago	\$85,661,387	\$5,535,937	1,552
Dakota	\$1,044,857,047	\$68,016,805	16,586
Hennepin	\$4,652,444,144	\$296,020,355	63,522
Isanti	\$51,550,896	\$3,493,568	1,043
Ramsey	\$2,239,027,880	\$142,660,942	23,284
Scott	\$440,481,650	\$24,865,606	5,767
Washington	\$657,512,771	\$43,355,355	10,794
Wright	\$242,006,699	\$15,882,819	4,661
<b>Region Total</b>	<b>\$10,344,789,801</b>	<b>\$660,811,714</b>	<b>143,088</b>
<b>NORTHEAST REGION</b>			
Carlton	\$68,132,855	\$4,446,872	1,022
Cook	\$86,995,490	\$5,727,017	805
Itasca	\$94,196,313	\$5,998,496	1,437
Kanabec	\$20,486,556	\$1,396,721	329
Koochiching	\$37,229,177	\$2,394,424	579
Lake	\$48,169,050	\$3,133,447	733
Pine	\$65,852,053	\$3,582,564	957
St. Louis	\$599,485,092	\$39,349,710	9,950
<b>Region Total</b>	<b>\$1,020,546,586</b>	<b>\$66,029,251</b>	<b>15,812</b>
<b>SOUTHERN REGION</b>			
Big Stone	\$6,661,491	\$484,329	110
Blue Earth	\$214,942,891	\$13,835,498	4,002
Brown	\$43,889,085	\$2,866,216	1,063
Chippewa	\$18,229,157	\$1,253,734	352
Cottonwood	\$14,646,338	\$969,489	333
Dodge	\$12,821,999	\$884,319	407
Faribault	\$10,885,051	\$707,787	245
Fillmore	\$23,395,749	\$1,630,999	552
Freeborn	\$50,266,946	\$3,350,708	1,066
Goodhue	\$104,886,646	\$6,314,088	1,886
Houston	\$17,284,427	\$1,084,359	368
Jackson	\$11,239,333	\$744,303	232
Lac qui Parle	\$6,004,901	\$433,017	100
Le Sueur	\$36,931,706	\$2,289,960	508
Lincoln	\$5,007,063	\$336,279	94
Lyon	\$61,727,111	\$3,999,167	985
Martin	\$45,869,140	\$3,029,170	795
Mower	\$59,979,242	\$3,925,455	1,064
Murray	\$7,635,659	\$532,946	139
Nicollet	\$42,127,978	\$2,867,768	914
Nobles	\$33,702,823	\$2,299,144	642
Olmsted	\$495,733,277	\$32,225,110	8,351
Pipestone	\$11,832,603	\$823,554	273
Redwood	\$23,565,911	\$1,627,501	355
Renville	\$10,761,705	\$758,822	227
Rice	\$133,148,835	\$7,670,422	2,162
Rock	\$11,718,941	\$814,385	205
Sibley	\$10,122,133	\$710,197	204
Steele	\$72,880,398	\$4,876,697	1,422
Swift	\$9,765,684	\$681,464	217
Traverse	\$1,961,858	\$134,858	NA
Wabasha	\$32,110,352	\$2,174,501	585
Waseca	\$21,580,591	\$1,428,838	418
Watsonwan	\$8,953,452	\$602,555	244
Winona	\$100,818,866	\$6,301,921	2,180
Yellow Medicine	\$15,797,962	\$635,734	227
<b>Region Total</b>	<b>\$1,788,887,304</b>	<b>\$115,305,294</b>	<b>39,927</b>

County	Gross Sales	State Sales Tax	Private Sector Employment
<b>CENTRAL REGION</b>			
Aitkin	\$30,472,194	\$2,116,498	603
Benton	\$59,915,608	\$3,923,264	1,123
Crow Wing	\$303,097,741	\$18,483,949	4,104
Douglas	\$113,330,756	\$7,511,520	2,070
Grant	\$3,591,415	\$232,508	NA
Kandiyohi	\$109,362,283	\$6,957,638	1,692
McLeod	\$53,158,951	\$3,585,601	1,095
Meeker	\$19,022,741	\$1,321,326	426
Mille Lacs	\$65,897,473	\$3,807,973	911
Morrison	\$54,407,054	\$3,701,107	1,009
Otter Tail	\$116,958,752	\$7,661,269	1,986
Pope	\$18,924,492	\$1,288,046	320
Sherburne	\$132,996,572	\$8,716,541	2,384
Stearns	\$354,069,575	\$23,285,537	6,236
Stevens	\$13,331,176	\$901,545	329
Todd	\$22,421,131	\$1,516,674	398
Wadena	\$23,093,510	\$1,326,680	353
<b>Region Total</b>	<b>\$1,494,051,424</b>	<b>\$96,337,676</b>	<b>25,039</b>
<b>NORTHWEST REGION</b>			
Becker	\$87,546,396	\$5,742,995	1,647
Beltrami	\$160,574,220	\$8,407,473	2,080
Cass	\$146,855,689	\$9,341,606	1,755
Clay	\$90,487,341	\$5,990,307	1,786
Clearwater	\$7,387,875	\$518,309	154
Hubbard	\$46,636,878	\$3,195,475	817
Kittson	\$2,718,201	\$175,460	42
Lake of the Woods	\$51,956,780	\$2,613,272	504
Mahnomen	\$13,022,808	\$888,027	101
Marshall	\$5,438,526	\$403,377	102
Norman	\$3,575,991	\$243,108	62
Pennington	\$32,391,166	\$2,177,838	530
Polk	\$51,824,714	\$3,279,033	853
Red Lake	\$2,560,469	\$193,630	94
Roseau	\$24,850,825	\$1,563,929	398
Wilkin	\$3,819,401	\$283,819	64
<b>Region Total</b>	<b>\$731,547,280</b>	<b>\$45,017,658</b>	<b>10,989</b>
<b>MINNESOTA TOTAL</b>	<b>\$15,673,137,825</b>	<b>\$997,616,138</b>	<b>228,860</b>

## WHY TOURISM MATTERS TO MINNESOTA

### DAILY SALES IMPACT

**\$43 million** in average daily sales at Minnesota leisure and hospitality businesses (2021)

### BENEFITS ALL MINNESOTANS

Tourism spending saves each Minnesota household **\$625** per year in taxes (2017)

### CREATES JOBS

Minnesota tourism accounted for **9.5%** of private-sector employment and **\$5.9 billion** in wages (2022)

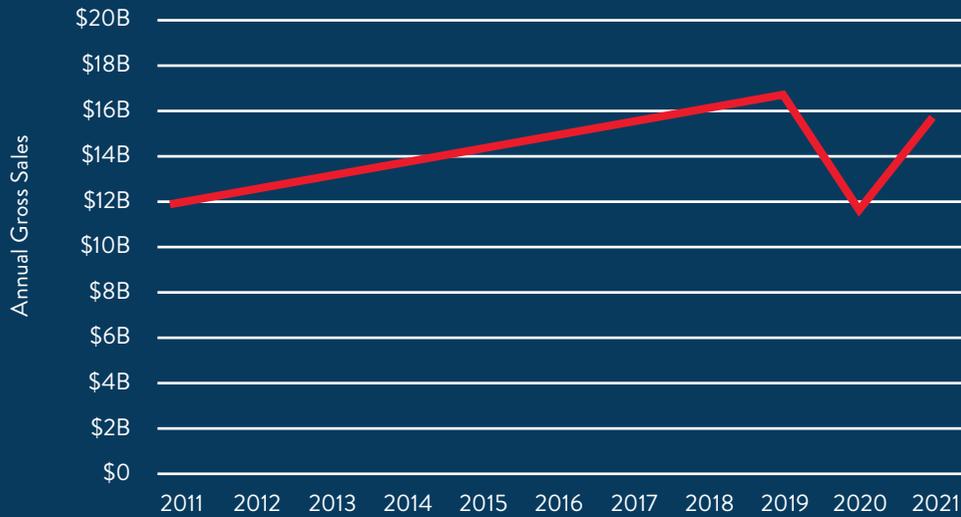


Scan to receive more county data or visit [tourismmatters.org](https://tourismmatters.org)

TOURISM IS A VITAL PART OF  
**MINNESOTA'S ECONOMY**

**Minnesota L&H Industry Gross Sales Trend**

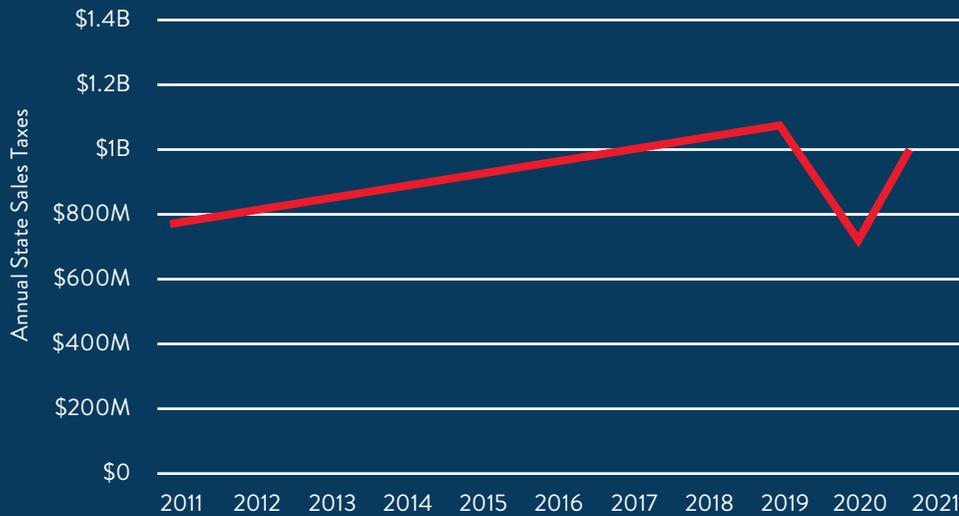
Source: Minnesota Department of Revenue



**MN L&H GROSS SALES**  
**\$15.7B IN 2021**  
 \$16.6B in 2019 (-5.5%)  
 \$11.7B in 2020 (+34.4%)

**Minnesota L&H Industry State Sales Tax Trend**

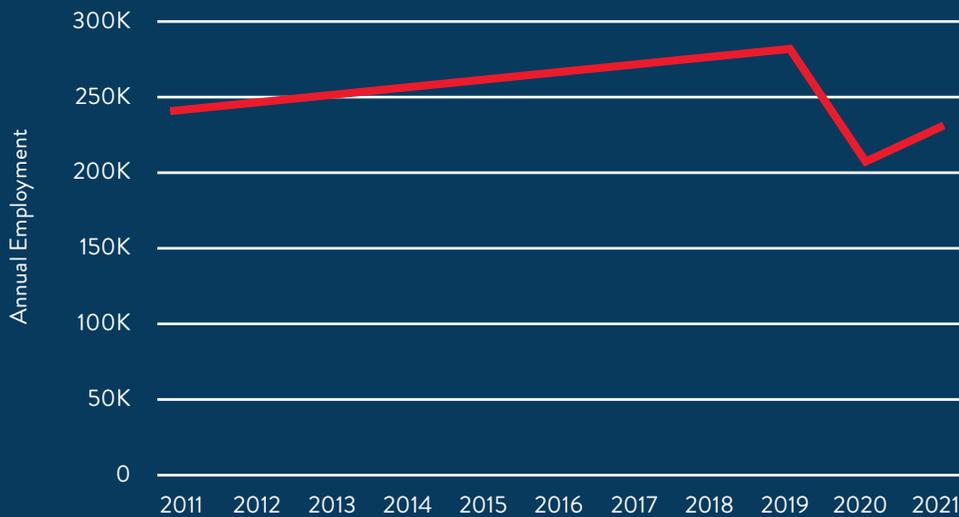
Source: Minnesota Department of Revenue



**MN L&H STATE SALES TAX**  
**\$998M IN 2021**  
 \$1.07B in 2019 (-6.9%)  
 \$731M in 2020 (+36.5%)  
 14.2% of state tax revenue

**Minnesota L&H Employment Trend**

Source: U.S. Bureau of Labor Statistics QCEW



**MN L&H JOBS**  
**229K PEOPLE IN 2021**  
 276k in 2019 (-17%)  
 205k in 2020 (+11.9%)